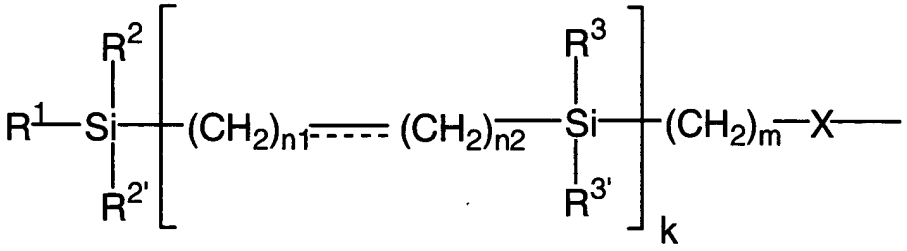
where D is:



where:

R^1 is an alkyl or alkenyl group having j carbon atoms and R^2, $R^{2'}$, R^3 and $R^{3'}$, independently of one another, are alkyl groups having from 1-6 carbon atoms;

n1 and m are integers from 1 to about 20;

n2 can be zero or an integer from 1 to 20 where the dashed line indicates a possible double or triple bond;

k is 0 or an integer from 1 to 10;

X is oxygen or a single bond; and

j is an integer from 1 to 18;

B, cont.

and

wherein a, b, x, y, z can be 0 or 1 ; x + y + z is 1, 2 or 3, when x is 0, a is 0; when z is 0, b is 0;

A and B, independently, when present, can be -O-, -COO-, -OOC-, $-CH_2-CH_2-$, -CH=CH- , -C≡C-, -CH=CH-CH=CH- , $-O-CH_2-$ or $-CH_2-O$;

the A, B and C rings, independently of one another, are aromatic rings or alicyclic rings, where one or two carbons in the A, B or C rings that are aromatic can be replaced with a N, O or S and one or two of the carbons in the A, B or C rings that are alicylic can be replaced with a N, O or S or a C=O group; provided that the A, B or C rings are not a 3,4-difluoropyridine ring;

Y can represent up to four substituents on aromatic rings and up to 10 substituents on an alicyclic ring where Y can a halogen, CN group, NO_2, alkyl or alkoxy;

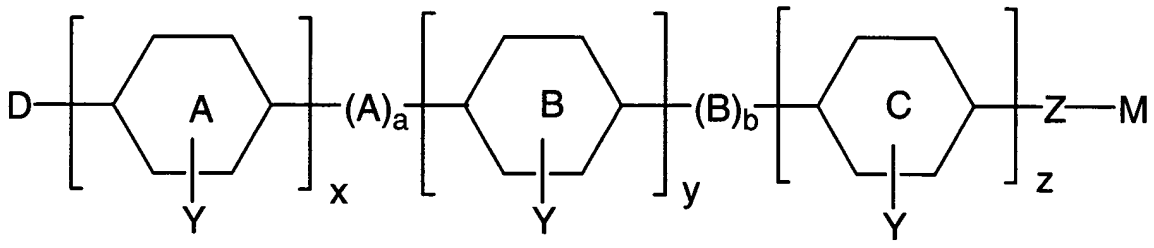
Z is a single bond, an -O- or a -COO- or -OOC- group, and

M is a tail group which can be:

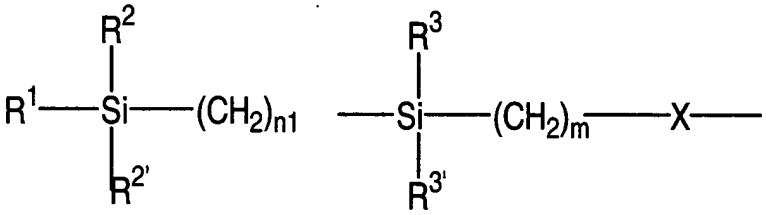
a non-fluorinated alkyl, or ether group or R^F,

where R^F is an alkyl, or ether group which is fully or partially fluorinated.

11. (Once amended) A liquid crystal composition comprising one or more compounds of formula:



where D is:



where:

R^1 is an alkyl or alkenyl group having j carbon atoms and R^2, $R^{2'}$, R^3 and $R^{3'}$, independently of one another, are alkyl groups having from 1-6 carbon atoms;

n1 and m are integers from 1 to about 20;

X is oxygen or a single bond; and

j is an integer from 1 to 18;

and

wherein a, b, x, y, z can be 0 or 1 ; x + y + z is 1, 2 or 3, when x is 0, a is 0; when z is 0, b is 0;

A and B, independently, when present, can be -O-, -COO-, -OOC-, $-CH_2-CH_2-$, -CH=CH- , -C≡C-, -CH=CH-CH=CH- , $-O-CH_2-$ or $-CH_2-O$;

the A, B and C rings, independently of one another, are aromatic rings or alicyclic rings, where one or two carbons in the A, B or C rings that are aromatic can be replaced with a N, O or S and one or two of the carbons in the A, B or C rings that are alicylic can be replaced with a N, O or S or a C=O group; provided that the A, B or C rings are not a 3,4-difluoropyridine ring;

B2 cont - Y can represent up to four substituents on aromatic rings and up to 10 substituents on an alicyclic ring where Y can a halogen, CN group, NO_2, alkyl or alkoxy;

Z is a single bond, an -O- or a -COO- or -OOC- group, and

M is a tail group which can be:

a non-fluorinated alkyl, or ether group or R^F,

where R^F is an alkyl, or ether group which is fully or partially fluorinated.

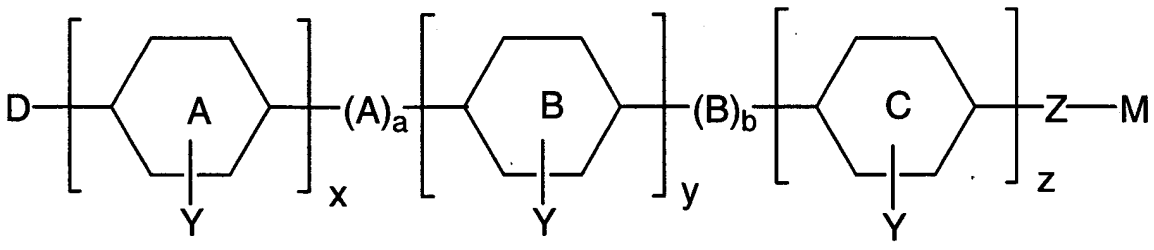
15. (Once amended) The LC composition of claim 14 wherein R^F is:

$-(CH_2)_p(CF_2)_q-O-(CH_2)_r-(CF_2)_s-[O-(CH_2)_t-(CF_2)_u]_h-W$

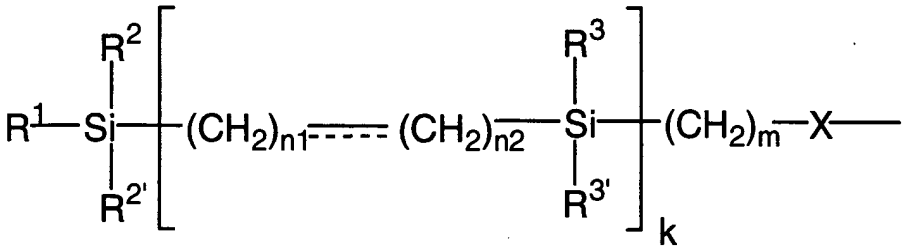
B3 where h is 0 or an integer ranging from 1 to 10, inclusive, p, q, r, s, t, and u are 0 or integers ranging from 1 to about 20, inclusive and where p + q + r + s + h(t + u) is equal to about 20, inclusive, where W is a hydrogen or fluorine.

37. (Once amended) A LC compound having the formula:

B4



where D is:



where:

R^1 is an alkyl or alkenyl group having j carbon atoms and R^2, $R^{2'}$, R^3 and $R^{3'}$, independently of one another, are alkyl groups having from 1-6 carbon atoms;

n1 and m are integers from 1 to about 20;

n2 can be zero or an integer from 1 to 20 where the dashed line indicates a possible double or triple bond;

k is 0 or an integer from 1 to 10;

X is oxygen or a single bond; and

j is an integer from 1 to 18;

and

wherein a, b, x, y, z can be 0 or 1 ; x + y + z is 1, 2 or 3, when x is 0, a is 0; when z is 0, b is 0;

A and B, independently, when present, can be -O-, -COO-, -OOC-, $-CH_2-CH_2-$, -CH=CH- , -C≡C-, -CH=CH-CH=CH- , $-O-CH_2-$ or $-CH_2-O$;

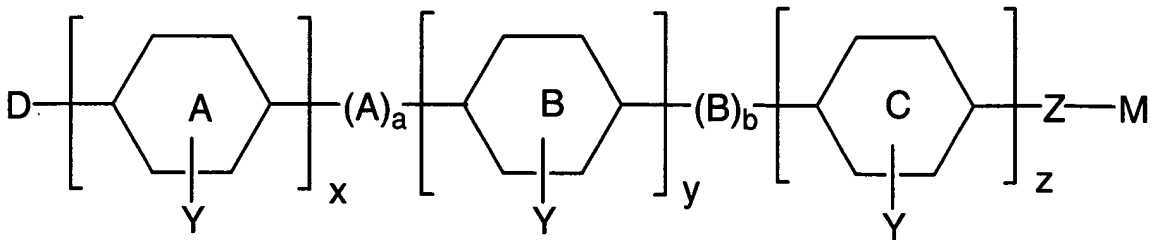
the A, B and C rings, independently of one another, are aromatic rings or alicyclic rings, where one or two carbons in the A, B or C rings that are aromatic can be replaced with a N, O or S and one or two of the carbons in the A, B or C rings that are alicylic can be replaced with a N, O or S or a C=O group; provided that the A, B or C rings are not a 3,4-difluoropyridine ring;

Y can represent up to four substituents on aromatic rings and up to 10 substituents on an alicyclic ring where Y can be a halogen, CN group, NO_2, alkyl or alkoxy;

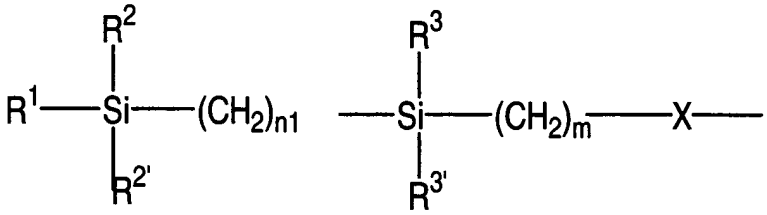
Z is a single bond, an -O- or a -COO- or -OOC- group, and

M is R^F, where R^F is a straight-chain or branched alkyl or ether group which is fully or partially fluorinated and contains up to 20 carbon atoms.

39. (Once amended) A LC compound having the formula:



where D is:



where:

R^1 is an alkyl or alkenyl group having j carbon atoms and R^2, $R^{2'}$, R^3 and $R^{3'}$, independently of one another, are alkyl groups having from 1-6 carbon atoms;

n1 and m are integers from 1 to about 20;

X is oxygen or a single bond; and

j is an integer from 1 to 18;

and

wherein a, b, x, y, z can be 0 or 1 ; x + y + z is 1, 2 or 3, when x is 0, a is 0; when z is 0, b is 0;

A and B, independently, when present, can be -O-, -COO-, -OOC-, $-CH_2-CH_2-$, -CH=CH- , -C≡C-, -CH=CH-CH=CH- , $-O-CH_2-$ or $-CH_2-O$;

the A, B and C rings, independently of one another, are aromatic rings or alicyclic rings, where one or two carbons in the A, B or C rings that are aromatic can be replaced with a N, O or S and one or two of the carbons in the A, B or C rings that are alicylic can be replaced with a N, O or S or a C=O group; provided that the A, B or C rings are not a 3,4-difluoropyridine ring;

Y can represent up to four substituents on aromatic rings and up to 10 substituents on an alicyclic ring where Y can a halogen, CN group, NO_2, alkyl or alkoxy;
Z is a single bond, an -O- or a -COO- or -OOC- group, and
M is R^F, where R^F is a straight-chain or branched alkyl or ether group which is fully or partially fluorinated and contains up to 20 carbon atoms.

B5 cont.